

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D. C.

SUPPLEMENTAL REGISTRATION STATEMENT

*Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended*

JUL 29 1966

For Six Months Period Ending \_\_\_\_\_  
(Insert date)

Registration No. 1421

1. (a) Name of Registrant.

Development Counsellors International, Ltd.

(b) All other names used by Registrant during the period.

None

(c) Address of principal office.

20 East 46 Street, New York, N.Y. 10017

(d) Name of person or persons in charge of principal office.

Ted M. Levine, President

2. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States N/A

(b) Approximate number of members outside the United States N/A

3. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address  
of official

Date connection began

Position, office or nature  
of duties

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address  
of official

Date connection ended

Reason for ending  
connection

None

4. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,  
group, or organization*

*Nature of connection with  
Registrant*

*Name and address of person  
in charge*

None

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

*Name of branch, unit, group, or organization*

*Reason operations ceased*

N/A

5. All persons who at any time during the period were foreign principals of Registrant.

*Name and principal  
address*

*Is person still a foreign principal  
of Registrant?*

*If not, give date connection  
ended*

Nova Scotia Trade & Industry  
Branch, Halifax, Nova Scotia  
Canada

Yes

New South Wales Centre,  
680 Fifth Ave., New York, N.Y.

No

June 30, 1966

Greater Niagara Chamber of Commerce  
1433 Victoria Ave., Niagara Falls, Ontario, Canada

No

June 24, 1966

6. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 5.

We have attached monthly reports herewith which describe fully our activities performed on behalf of each of these foreign principals.

7. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

Registrant also offers public relations services to domestic clients.

8. Furnish the following information as to all employees and other individuals except those named under item 3, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 5:

- (a) All such employees and other individuals for whom Short Form Registration Statements (Form-FA-4) have previously been filed.

Name and address of employee or other individual	Nature of any changes during period in activities for Registrant or its foreign principals	Has connection with Registrant ended?
Ted M. Levine, 498 West End Ave., New York, N.Y.	Advertising, public relations and promotion creation-place-ment	No
E.T. Ellenis, 103 Village Hill Drive, Dix Hills, Commack, L.I., N.Y.	Advertising, public relations and promotion creation-place-ment	No
Patricia T. Levine, 498 West End Ave., New York, N.Y.	General administrative work	No
Samuel Z. Levine, 345 E. 69th St., New York, N.Y.	None except at Board of Directors meetings	No

- (b) All such employees and other individuals for whom Short Form Registration Statements (Form-FA-4) have not been previously filed.

Name and address of employee or other individual	Nature of services or assistance rendered	Has connection with Registrant ended?
Millicent Brown, 530 E. 84 St., New York, N.Y.	Secretarial	No
Irene Cohen, 1674 Macombs Rd., Bronx, N.Y. 10453	Secretarial	No
Jane Fajans, 41 W. 83 St., New York, N.Y. 10024	Secretarial	No

9. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

- (a) All amounts received during the period directly or indirectly from each foreign principal named under item 5, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received<sup>2</sup></i>	<i>Purposes for which received<sup>3</sup></i>	<i>Amount received<sup>4</sup></i>
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See attached

- (b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 5, itemized as follows:<sup>1</sup>

<i>Date funds received</i>	<i>Name of person from whom received<sup>2</sup></i>	<i>Purposes for which received<sup>3</sup></i>	<i>Amount received<sup>4</sup></i>
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None

- (c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 5, itemized as follows:<sup>5</sup>

<i>Date payment was made</i>	<i>Name of person to whom payment was made<sup>2</sup></i>	<i>Purposes for which payment was made<sup>3</sup></i>	<i>Amount of payment<sup>4</sup></i>
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See attached

<sup>1</sup> Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

<sup>2</sup> Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

<sup>3</sup> Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

<sup>4</sup> Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

<sup>5</sup> Include all transfers of funds to any foreign principal.

10. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by  
whom delivered

Number of speeches, lectures,  
and talks delivered

Number of radio broadcasts  
delivered

None

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

- |                                   |   |                                     |
|-----------------------------------|---|-------------------------------------|
| (1) Press releases ..... <u>X</u> | (8) Circulars ..... _____   | (15) Lantern slides..... _____      |
| (2) News bulletins ..... _____    | (9) Form letters ..... _____  | (16) Still pictures..... _____      |
| (3) Newspapers..... _____         | (10) Reprints ..... _____   | (17) Posters..... _____             |
| (4) Articles..... _____           | (11) Copies of speeches,<br>lectures, talks, or radio<br>broadcasts ..... _____ | (18) Photographs..... _____         |
| (5) Books..... _____              | (12) Radio programs ..... _____   | (19) Charts..... _____              |
| (6) Magazines ..... _____         | (13) Radio scripts ..... _____  | (20) Maps ..... _____               |
| (7) Pamphlets ..... _____         | (14) Moving pictures ..... _____  | (21) Other publications ..... _____ |

- (c) Preparation and distribution of publications referred to in answer to (b) above.

Description of  
publication

By whom written, edited,  
or prepared

By whom printed, produced,  
or published

By whom  
distributed

All publications distributed through first class mail to editors of trade and business publications. All printed, produced and published by Ted M. Levine, Development Counsellors International, Ltd.

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Yes

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Yes

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Yes

11. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,  
or agency thereof*

*Nature of changes during period in Registrant's  
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or  
combination*

*Nature of changes during period in  
Registrant's ownership or other  
pecuniary interest*

*Nature of changes during period in any  
direction or control exercised  
by Registrant*

None

12. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,  
or individual*

*Nature of changes during period in ownership,  
supervision, direction, or control*

None

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or  
financial assistance received*

*Nature and amount of subsidy or  
financial assistance*

None

13. File the following exhibits with this statement:

*Short Form Registration Statement* - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (Form FA-4) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 5.

*Exhibit B.*—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 5.

*Exhibit C.*—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 5 for whom an Exhibit C has not previously been filed.

*Exhibit D.*—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

*Exhibit E.*—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 10 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Form-FA-4 insofar as such information is not within his (their) personal knowledge.

(Type or print name under signature)

*Ted M. Levine*

(Signature)

Ted M. Levine

*Patricia T. Levine*

(Signature)

Patricia T. Levine

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

Subscribed and sworn to before me at New York City, NY  
this 1 day of September, 1966

*Malcolm N. Spiegel*

(Signature of notary or other officer)

MALCOLM N. SPIEGEL  
NOTARY PUBLIC, State of New York  
No. 134107400

My commission expires \_\_\_\_\_, 19\_\_\_\_

Appointed for Bronx County  
Commission Expires March 30, 1967



UBW SO. WALES

February 28, 1966

Dr. Arthur Denning  
Commissioner  
New South Wales Centre  
680 Fifth Avenue  
New York, New York

**MONTHLY REPORT OF ACTIVITIES - February 1966**

Highlights of this month's activities included:

- . University of California: Provided NSW Commissioner with suggested outline for March presentation at special conference on Australia. Also provided statistical materials for possible publicity program in connection with this event.
- . Cleveland Promotion: Story placed in CLEVELAND PLAIN DEALER appeared before mission which took place toward month's end. Apparently led to two inquiries and from first indications facilities selected by DCI were acceptable.
- . Additional Missions: Recommended to the Commissioner possibility of additional business missions in the U.S. and Canada. Also provided with specific material on Newark as possible site for "miniature mission."
- . International Executives Association: Discussed with executive director possibility of presentation to this New York based group by NSW Commissioner for May 1966. Initial indications favorable.
- . BUSINESS INTERNATIONAL: Additional discussions with Afro-Asian editor as to possible client meeting in Australia. Event now tentatively scheduled (confidential) for March 1967 in Australia, probably in Sydney. About 100 client companies (overwhelmingly manufacturers) would participate.
- . INTERNATIONAL COBBERGE: Two additional items appeared on reverse licensing possibilities for Australia. Made clear to U.S. Office of International Investment that any replies to these case inquiries would be turned over to the New South Wales Centre.

. Mimi Benzell (NBC-N.Y.): Initial arrangements for appearance by NSW Commissioner made for appearance on this radio program. Interview of close to an hour is expected.

. Decentralization: Began work under instructions of NSW Commissioner on special program to play up investment opportunities in New South Wales decentralization area. Program outline will be presented in early March.

. NEWSWEEK: Provided NSW Commissioner with cost quotations on Australia cover story which heavily features New South Wales. Because of high costs of color reproduction, advised against reprinting.

. AMERICAN MACHINIST: Earlier serviced Bliss Welded Products story yielded two clippings in this trade publication.

Sincerely,

Ted M. Levine

TD:mgd  
Att.

April 1, 1966

Dr. Arthur Denning  
Commissioner  
New South Wales Centre  
680 Fifth Avenue  
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- March 1966

Highlights of this month's activities included:

. University of California Seminar: At start of month New South Wales Commissioner presented major address here as part of Australian Seminar based in part on DCI approaches and recommendations. Apparently very well received. DCI also handled publicity including press release that appeared in AUSTRALIAN DAILY NEWS.

. NEW YORK HERALD TRIBUNE: Arranged interview by business reporter David Reitch with New South Wales Commissioner which appeared at month's end.

. VITAL SPEECHES: Placed NSW Commissioner's recent San Francisco talk with this publication. Good initial reaction for reporting but no promise as to precise date except "probably within the next three months."

. Albany Felt: Investigated this company as possible example of U.S. firm not selecting major urban site. Excellent cooperation promised.

. American Management Association: Suggested to NSW Commissioner possibility of his nominating speaker for upcoming April 11 Australia Business Briefing Conference. He selected Mr. Angus Percival of Rheem. Also made recommendations as to content of Mr. Percival's remarks.

. COMMERCIAL & FINANCIAL CHRONICLE: Sent copy of NSW Commissioner's San Francisco remarks with explanatory material. Awaiting comment by editor at month's end.

. Special Promotional Cases: At the suggestion of NSW Commissioner developed list of bulletins and newsletters to which we could provide on an exclusive basis write-ups of individual Australian companies seeking U.S. partners. This would be built on the already successful INTERNATIONAL COMMERCE model.

. Decentralization: Recommended possible inquiry-getting press story offering brief special summary material on decentralization incentives.

. WALL STREET JOURNAL: Drafted letter for Commissioner commenting on current front page series on Australia in this top prestige publication.

. AREA DEVELOPMENT: Suggested to this new professional industrial development publication article on partnership as a path to future international operations with strong emphasis on New South Wales as example. Good reception. Will draft article.

. International Executives Association: Continued detail work involved in appearance by NSW Commissioner before this New York group in May.

Sincerely,

Ted M. Levins

TML:ngb  
Encl.

April 29, 1966

Dr. Arthur Denning  
Commissioner  
New South Wales Centre  
600 Fifth Avenue  
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- April 1966

Highlights of this month's activities included:

. COMMERCIAL & FINANCIAL CHRONICLE: Series of revisions and conferences with editor led to acceptance of Commissioner's San Francisco talk for reprinting in this publication. Also arranged for immediate reprints.

. COMMERCIAL NEWS: Placed and wrote article based upon Commissioner's San Francisco talk for this West Coast publication.

. New Jersey Manufacturers Association: Discussed with Executive Director two prong promotion:

- a) Byline article by NSW Commissioner in NEW JERSEY BUSINESS which goes to every state manufacturer.
- b) Follow-up personal address by the Commissioner to the Association.

Might be prototype for similar promotion with other state manufacturers associations.

. NATIONAL GEOGRAPHIC: Investigated possible promotional tie-ins on the publication of NSW article including:

- a) Special NATIONAL GEOGRAPHIC luncheon for the NSW Commissioner at the time of publication.
- b) Possible NATIONAL GEOGRAPHIC lecture on NSW in Constitution Hall (average subscription audience 3500 people).

. FINANCE: Placed article, selected writer and arranged for interview with NSW Commissioner at month's end, in this rapidly expanding business-financial publication.

. International Executives Association: Final arrangements for June 21 talk by NSW Commissioner before this New York based group. Estimated attendance: between 100 and 150.

. STREET MORNING HERALD: Recommended to the Commissioner, after talking with publication, that he arrange for placement of special material in upcoming W.S. Today supplement.

. AMERICAN BAKER: Tried out editor on possibility of banking article on NSW and Australia, with byline by NSW Commissioner. Good reaction. Will depend upon coming up with the right angle.

. UNITED PRESS INTERNATIONAL: Approached leading financial columnist on possible story involving both NSW and specific "corporate marriage broker" activities of the NSW Centre. Excellent reaction. Further development will take place after his return from European writing visit.

. American Management Association: Special briefing conference on Australia took place during the month with speaker from Rhema (Angus Percival) and attendance by NSW Commissioner arranged through DGI. Apparently well attended and handled gathering.

. Decentralization: Discussed with NSW Commissioner special announcement of public information program to be timed to the announcement of new legislation in this field.

. Television-Radio: Began planning work, as suggested by NSW Commissioner, on a few outstanding TV programs, probably national network hook-up, that might be arranged during the upcoming year.

Sincerely,

Ted M. Levine

DL:ingb

June 1, 1966

Dr. Arthur Denning  
Commissioner  
New South Wales Centre  
680 Fifth Avenue  
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES - <sup>May</sup> ~~June~~ 1966

Highlights of this month's activities included:

. COMMERCIAL & FINANCIAL CHRONICLE: Article appeared during the month and arrangements were completed to have it produced in an eight-page reprint within the next two weeks.

. NATIONAL GEOGRAPHIC: Followed up with editor recently returned from Australian trip on scheduling of this feature article which will exclusively cover New South Wales for the first time in the publication's history. Also discussed with him current trends in New South Wales for possible use in other promotion areas.

. FINANCE: Article on Australia written and placed during the month with this revamped and revitalized business publication. Followed up with editor on quality of the article and its placement in the near future.

. International Executives Association: Last minute arrangements completed on invitation preparation and mailing for this meeting of leading international business executives to be held on June 21st with the NSW Commissioner as guest speaker.

. Decentralization: Drafted release aimed at general business press on the recently passed legislation covering the NSW Ministry of Decentralization and Development. Story would be sent during June to a wide list of vertical publications after clearance by the Commissioner.

. Transavia Airtruk Promotion: Recommended and researched small scale direct mail effort in the promotion of this new crop dusting aircraft which the company wishes to license in the U.S. Also recommended a short release be serviced to chemical, aviation, agricultural, general business and foreign trade publications.

. Australia Desk, U.S. Department of Commerce: Contacted Desk Officer in Washington, D.C. concerning a U.S. company seeking information about investment in Australia. Reminded the Department of the NSW Centre in New York and ready availability of information for businessmen from this source. Passed on suggestion of desk officer to NSW Commissioner that the Commerce Field Offices be notified again of the Centre's existence in case of inquiry from local businessmen about investment in Australia.

. INTERNATIONAL COMMERCE: Investigated possibility of listing in this publication of all U.S. offices of overseas government agencies and the inclusion of the NSW Centre in such a listing.

. American Industrial Development Council: Sent to Commissioner and suggested he pass on to Premier and Minister of Decentralization a special issue of the AIDC JOURNAL entitled "Guide to Federal Development Legislation-1965" which could conceivably of some interest to future New South Wales programming.

Sincerely,

Ted M. Levine

Encl. (2)



July 1, 1966

Dr. Arthur Denning  
Commissioner  
New South Wales Centre  
680 Fifth Avenue  
New York, N.Y. 10019

MONTHLY REPORT OF ACTIVITIES - June 1966

Highlights of this month's activities included:

. International Executives Association: Talk by Commissioner arranged by DCI took place. Attendance of about 50 executives and initial press coverage in the JOURNAL OF COMMERCE and the AUSTRALIAN DAILY NEWS.

. BUSINESS INTERNATIONAL: Discussions with Australian editor. BUSINESS INTERNATIONAL business-government conference will probably take place in Australia in 1967. About 100 U.S. presidents of blue chip corporations (mainly manufacturing) will attend. Probable locale in Sydney and Canberra (DCI materials and discussions may have had some impact here).

. NEW YORK TIMES; Victoria Special Section: Alerted Commissioner to this upcoming section for the fall of 1966. Discussed its impact.

. COMMERCIAL & FINANCIAL CHRONICLE: Reprints of this DCI placed article were delivered to the NSW Commissioner during the month.

. Decentralization Release: Sent to selected business publications; still awaiting clipping results.

. VITAL SPEECHES: In current assignment list, only outstanding project is this publication (FINANCE, COMMERCIAL NEWS, COMMERCIAL & FINANCIAL CHRONICLE, etc. have all come out). DCI volunteered to keep this final project under surveillance.

. Future Program: Discussions with MSW Commissioner of possible future program. Content largely depending upon recruitment of staff decision.

Respectfully submitted,

Ed M. Levine, President

Encl.

March 1, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Dear Stew:

Here is a record of DGI's work for the month of February on behalf of the Nova Scotia Department of Trade and Industry:

1. Wall Street Journal: Suggested to editor Vermont Royster that he publish segment of G.I. Smith's West Coast speech on Nova Scotia's prudent fiscal budget as timely example in this era of ever increasing deficit spending.
2. Readers Digest: Suggested to executive editor Harry Harper that he give serious consideration to story on Nova Scotia's growing seaweed processing industry.
3. United Press International: Successfully placed black mink story with UPI's financial editor, Bill Laffler. Story ran last week-end as Sunday feature. Will send you clips as they come to my attention.
4. Commercial & Financial Chronicle: DGI's story for Premier's signature appeared last month. Am sending you 500 reprints which you will be receiving within next two weeks.
5. Nova Scotia News Bulletin: First edition circulated to 200 top U.S. business editors. Initial pick-up in the N.Y. Journal of Commerce.
6. Society of Plastic Engineers Journal: Ran photo and caption of story DGI placed on Nova Scotia firm turning out plastic components for Montreal subway.
7. North American Newspaper Alliance: Suggested major Nova Scotia feature with this news syndicate. Initial response favorable.
8. Magazine of Wall Street: After placing and writing 2000 word article on Nova Scotia's development, was forced to cancel effort after editor insisted on "expose."

more

9. N.Y. Herald Tribune: Sent additional material to David Deitch in hope of reviving interest in Nova Scotia piece.
10. Industrial Development Magazine: Consulted with you on necessary revisions. Should be appearing March 20th.
11. N.Y. World Trade Center: At request of the Deputy Minister, sent him DCI's thoughts re possible Nova Scotia development office in pending N.Y. World Trade Center.
12. Area Development Analysis: Sent the Minister, comprehensive study on the use of "shell" factory buildings in the U.S. as possible option for Nova Scotia.
13. Los Angeles Commercial News: Ran story on Nova Scotia luncheons on West Coast. Also re luncheons, DCI compiled guests lists which were forwarded to you.
14. Society of Industrial Realtors Dinner: Reserved necessary facilities in Boston's Statler Hilton. Firmed up arrangements with S.I.R.'s New England Chapter President.
15. California Commercial News: Still another outgrowth of West Coast luncheons is the placement of a major Nova Scotia story for the May issue.
16. Industrial Prospects: At the request of Sid Hughes, followed up several cases in New York metropolitan area.
17. Voluntary Economic Planning Film: At your request sent you DCI staff comments on strategy to be employed in development of this film. Emphasized animation for maximum effect on laymen audience.
18. International Executives Association: Proposed Nova Scotia speaker for May luncheon meeting.
19. Update New York Meetings: Proposed Nova Scotia speaker for tri-city annual international executives dinner in fall of 1966. Cities involved are Buffalo, Syracuse, Rochester.
20. Nova Scotia Trip: In my 2 1/2 days of discussion with you, the Minister and Deputy Minister, feel we will be coming up with meaningful proposals in late March for your consideration.

That covers February. Many thanks for your hospitality last week and I will be in touch.

Sincerely,

Manny Ellenis

ME/mgb

April 4, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Dear Stew:

Here are some of the major activities in which Development Counsellors International Ltd. was involved on behalf of the Department of Trade and Industry during the month of March:

1. AMERICAN BANKER: Placed with International Editor, Robert Bennett, 1000 word article on Nova Scotia's economic progress. For signature of the Minister. Wrote article, checked it out with you.
2. BLACK MINK PRESS RESULTS: The latest development in this apparently never ending project is United Press International pick-ups in such newspapers as the Columbus (Ohio) Dispatch, Cincinnati Post & Times Star, Trenton N.J. Sunday Times, Ft. Lauderdale (Fla.) News Sun Sentinel, New Bedford (Mass.) Standard-Times, Providence Journal, and the Newark Star Ledger.
3. SYNDICATED STORY: First results of the "Nova Scotia: Switzerland of Canada" story are beginning to come in. To date, we have come across 20 clippings in which this photo story has appeared in U.S. suburban newspapers.
4. INDUSTRIAL DEVELOPMENT MAGAZINE: Made final revisions on proof and arranged, as per your request, for 10,000 additional reprints. These reprints are now being shipped to you.
5. SOCIETY OF INDUSTRIAL REALTORS DINNER: Drafted invitation on copy and coordinated efforts with S.I.R. personnel in Washington, D.C. and in Boston. Invitations will go out under Premier's name, next week.

more

6. NATIONAL FOREIGN TRADE CONVENTION: Got official blessing from NFTC to hold Nova Scotia Lobster Dinner Tuesday, November 1, 1966. Also secured facilities from Waldorf-Astoria.
7. DIRECT MAIL: The Nova Scotia Investors Holiday mailing to 7000 U.S. manufacturers is providing a return double the average mailing response--4.2%. To date, 310 top executives have sent in post cards requesting three-part kit. Follow-up is all-important now.
8. INDUSTRIAL PROSPECT: At request of Sid Hughes followed up on possible fish processing plant prospect, Tupman-Thurlow, which is a giant United Kingdom meat packing company with world-wide interests. Interested company officials in possibility of joint venture in Nova Scotia.
9. PUBLIC RELATIONS NEWS: Followed up your submission of Nova Scotia "Case History" with personal contact with Miss Helen Browde, Editorial Supervisor. Miss Browde indicated it would be published in the near future.
10. COMMERCIAL & FINANCIAL CHRONICLE: At your request, ordered 5000 reprints of the Premier's article written by DCI.
11. FILM: Returned print of Gloopscap Country as you requested.
12. TRIP: At end of March, Ted Levine and I formally presented our 1966-67 programs in Halifax. At the same time we discussed next steps vis-a-vis Clairtone plant opening and S.I.R. Dinner as well as extensive discussions covering the three-part proposal.

Stew, that winds up the last month of 1965-66. The coming year, I predict, will be the best ever!

Sincerely,

Manny Ellenis

ME:1c  
Enclosures

May 3, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Dear Stew:

Highlights of major activities and achievements in which Development Counsellors International Ltd. was involved in April on behalf of the Department of Trade and Industry are as follows:

1. SOCIETY OF INDUSTRIAL REALTORS DINNER: Work during the month included --
  - . Drafting of 30-minute talk for Hon. W.S.K. Jones.
  - . Mailing special invitations, handling RSVP cards, for Nova Scotia dinner for S.I.R. members.
  - . Drafting advance release, mailed to 32 Boston area newspapers, television and radio stations.
  - . Drafting major press release covering highlights of the Minister's talk. Distributed throughout New England.
  - . Drafting invitation letter for special press luncheon, Wednesday, April 27th.
  - . Coordinating Boston effort with John Wilson of the Nova Scotia office, Daniel Wheeler, S.I.R.'s New England Chapter President, and with Mrs. Nina Barker, S.I.R., Washington, D.C.
  - . Arranging for photographs with the Minister and Governor Volpe of Mass., and during dinner for S.I.R.
  - . Working on-the-spot with you in Boston to ensure success.

MEDIA RESULTS to date include: Stories in the BOSTON HERALD, NEW YORK JOURNAL OF COMMERCE, WORCESTER GAZETTE, QUINCY PATRIOT LEDGER, as well as front page photograph in the HALIFAX CHRONICLE-HERALD with story on page three.

more

11. GARMENT INQUIRIES: Sent Sid Hughes inquiries emanating from recent release to the garment trade press (APPAREL MANUFACTURER) offering garment study.
12. DCI COUNSELLING: At request of the Deputy Minister, sent him full information on the U.S. Small Business Administration for his guidance in establishing small business advisory services within the Department of Trade and Industry.
13. PIT & QUARRY: Sent you this four-page feature on Canada Cement which appeared in this trade publication.

In sum a very full month indeed with the S.I.R. dinner providing a smashing climax.

Sincerely,

Nanny Ellenis

ME:ic  
Encl.



May 3, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Re: "INTERNATIONAL YEAR" PUBLIC RELATIONS  
PROGRAM -- FIRST MONTHLY REPORT

Dear Stev:

As agreed in Boston, we are herewith summarizing DCI's initial efforts during the month of April for the planning and initial implementation of this special, additional public relations program. We agreed also that the cost of this program would be U.S. \$18,500 for the twelve month fiscal period, which breaks down to U.S. \$1541.66 per month. Therefore, this report is the first of 12 such monthly reports giving you the highlights of our work and achievements of what we anticipate will be a richly rewarding program for Nova Scotia.

As is our style, here is our first "International Year" monthly report, rapidly and informally stated:

1. CLAIRTONE PLANT OPENING: Work on this all-important event (June 16) included the following:
  - a) Meetings with Eric Smith, Clairtone's New York Sales Manager and with the company's publicity firm.
  - b) Discussions with Clairtone's publicity firm as to possible itinerary.
  - c) Screening of U.S. business editors to invite to Nova Scotia.
  - d) Initial exchange of views with publicity firm on best way to invite the press.
  - e) Sounded out several business editors on idea of going to Nova Scotia.
2. INTERNATIONAL RADIO:

Since the Clairtone plant opening represents "hard news" we think it appropriate that Radio Station WJUL-NY implement a half hour special radio feature for distribution overseas at the same time.

Discussed with WHUL-NY's executives, format and itinerary, distribution outlets, etc., built around June 16th Clairtone plant opening. Important: Show would cover Nova Scotia's economic comeback, focussing on Clairtone plant opening.

3. SOCIETY OF INTERNATIONAL DEVELOPMENT REVIEW:

This publication is distributed around the world to thousands of planners and developers in Europe, Asia, Africa, North America. It is strictly an academic, intellectual publication whose authors include such well known names as U Thant, Walt Rostow, Paul Hoffman, etc.

An article on Nova Scotia's Voluntary Economic Planning program, which could be adapted in many developing areas, would tend to enhance the province's stature in top governmental circles abroad.

DCI suggested such an article and the idea has been accepted by the editor of International Development Review, the official publication of the Society of International Development.

4. PRESS TOURS OF FOREIGN EDITORS TO NOVA SCOTIA:

During the month also began process of screening New York based correspondents of foreign publications before lining up specific press tours in Nova Scotia. Relied chiefly on DCI contacts with the Foreign Press Association.

5. OVERSEAS PRESS CLUB OF AMERICA:

You recall that one major component of the International Year Program is a Nova Scotia lobster dinner for members of this press club whose membership consists of the most influential press, TV, and radio journalists anywhere in the world--in that New York City is the communications capital of the world. Discussed with club officials (I am a member as you know) possible open evening dates when the club's facilities would be available as well as general format of the meeting.

6. INTERNATIONAL DIRECT MAIL:

Began process of screening sources of high level European and Japanese manufacturer mailing lists for proposed direct mailing abroad during the fiscal year. DCI's strategy is to develop the same kind of inquiry getting direct mail campaign that has proven so successful in the U.S.

Stev, that covers International Year's first full month of planning and operations. I think this one will produce a number of meaningful dividends long before the year is concluded, including projects not even now on the drawing board.

Sincerely,

Manny Ellis

June 1, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Dear Stewart:

Here is DCI's report for the month of May covering major highlights of our activities regarding the BASIC PUBLIC RELATIONS PROGRAM:

1. U.S. INVESTOR: Provided additional information and photographs. Result was a full page feature story based largely on the recent S.I.R. dinner and specifically on the Minister's press luncheon.
2. S.I.R. FOLLOW-UP: Sent photographs and back-up material to the Industrial Property Guide, Industrial Development Magazine, to Area Development Magazine, and National Real Estate Investor.
3. VITAL SPEECHES: Interested editor in publishing full text of Minister's talk before the S.I.R.
4. S.I.R. NEWSLETTER: Provided photographs and material to this trade association publication for use in upcoming issue.
5. COMMERCIAL & FINANCIAL CHRONICLE: Discussed possible Nova Scotia feature with editor in chief, George Morrissey.
6. APPAREL MANUFACTURER: Interested Ralph Selitzer in full page feature on apparel manufacturing opportunities in Nova Scotia for U.S. companies. Angling for November plant location issue.
7. MACHINERY MAGAZINE: Sent editor Ted Black comprehensive material on Nova Scotia's industrial potential as initial step in placing round-up article.
8. SYNDICATED STORY: Received 61 additional clippings on our Nova Scotia-Switzerland of Canada story. Sent up to you.
9. STEEL MAGAZINE: Sent full packet of background material for possible story in this highly rated U.S. trade publication.

more

10. HOLIDAY INVESTOR INQUIRIES: Received five additional inquiries resulting from recent highly successful mailing. Sent to Len Canfield and Sid Hughes for direct follow-up.
11. PRESS RELEASE: Drafted inquiry-getting press release, sent to 200 U.S. business publications. Offered Nova Scotia Holiday Investor Guide Kit.
12. CONSULTING: Advised you on whether to obtain subscriptions to Standard & Poors and to Bethune Newsletter.

Another full month.

Sincerely,

. Manny Ellenis

ME:ic  
Encl.

June 1, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Re: "INTERNATIONAL YEAR" PUBLIC RELATIONS  
PROGRAM -- SECOND MONTHLY REPORT

Dear Stew:

Here is our second monthly report covering activities on behalf of the  
"International Year" public relations program.

Highlights included:

1. CLAIRTONE PLANT OPENING: Now scheduled for June 21, work included:

- a. Preparation of press invitation list covering major U.S. publications.
- b. Personal follow-up with editors, determining acceptances.
- c. To date, we have tentative to firm acceptances from the following publications:

LONG TOUR (June 17-22)

Journal of Commerce	Boston Globe
American Banker	First National City Bank Newsletter
Financial World	Chemical Bank, N.Y. Trust Newsletter
Christian Science Monitor	Kyodo News Service (Japan)

SHORT TOUR (June 20-22)

Wall Street Journal	U.S. Investor
Business International	Furniture Design & Manufacturer
Mart Magazine	Fairchild Publications
International Electronics	Handelsblatt Magazine (West Germany)
Business Abroad	

- d. Work also included liaison with Clairtone's publicity agency in New York who in turn coordinated with Miss Collinson in Toronto.

more

- c. Telephone calls were followed up with letters containing additional information.

## 2. DEUTERIUM PRESS PREVIEW

Met during the month with executives of Deuterium of Canada and Deuterium of New York to informally discuss possible timing for programmed press tour of facilities. Executive in charge of the Deuterium facility in Nova Scotia suggested the first week of August as Dr. Harold Urey and Jerome Spevack would be available then. Also discussed range of media to invite, ranging from wire services to technical nuclear publications, as well as correspondents for foreign publications.

## 3. OVERSEAS PRESS CLUB

In additional discussions with OPC, got favorable response to idea of Nova Scotia regional dinner in October or November. Event would feature talk by the Minister, include souvenirs (low cost) but beauty of event would be that guests would pay their own way. To accelerate attendance, however, we should consider donating a free trip to Nova Scotia for two as a door prize. In any event, we still have much time to ponder over the best way to handle this event (one possible alternative: Screen the OPC membership directory, invite those people we feel would be most useful to us). In many ways, this appeals most to us down here.

## 4. INTERNATIONAL DEVELOPMENT REVIEW

Continued research on academic review of Voluntary Economic Planning Program which DCI placed with professional publication of the Society of International Development. However, I require additional information as to how early VEP committees actually worked out, how they were formed, with some possible anecdotes. Plan to gather this largely impressionistic material during my trip to Nova Scotia June 17 to 22.

## 5. INTERNATIONAL TUNA CUP MATCH

At request of Henry Gates, revised press list for fishing and sports editors to invite to 1966 International Tuna Cup Match. Staff called each publication on list, making sure all changes were detected.

## 6. INTERNATIONAL RADIO

Requested detailed memo from Mitchel Krause as to scope and retainer for packaging one half hour radio show for broadcasting to key European radio stations using as theme Nova Scotia's "International Year."

more

In summary, I think the Clairtone press tour is in good shape at this date and Ted Levine and I look forward to a fine turnout and publicity dividends.

Sincerely,

Manny Ellenis

ME:io

June 2, 1966

Mr. V. Michael Knight  
Deputy Minister of Trade and Industry  
Province of Nova Scotia  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Dear Mike:

Attached you will find the first of five monthly reports summarizing Don Short's work on the Nova Scotia Hotel Development Study. The report covers the month of May.

In line with the payment method covering the initial phase of this study, namely the section on Cape Breton, we are at the same time enclosing our monthly fee as well as out-of-pocket expenses.

The monthly fee is U.S. \$2800 which is computed by dividing the five months of the contract period into the total fee of U.S. \$14,000.

Total expense for the month, as documented by the attached breakdown total U.S. \$300.38 including round-trip air fare, Halifax to Newark, N.J.

Sincerely,

*Manny Ellenis*  
Manny Ellenis

ME:ic  
Encl.



**REPORT TO:** Mr. V. Michael Knight, Deputy Minister  
Department of Trade and Industry  
Provincial Building  
Halifax, Nova Scotia

June 1, 1966

**FROM:** Don Short  
Development Counsellors International, Ltd.  
20 E. 46th Street  
New York, New York 10017

**RE:** PLANNING VISIT IN CONNECTION WITH FACILITIES  
DEVELOPMENT STUDY OF THE PROVINCE OF NOVA SCOTIA

During the first week in May, 1966, as arranged by telephone, I visited Halifax for meetings with staff members of the Department of Trade and Industry and for general briefing on new developments within the Province, prospective developments and outlines of other research projects now in the planning stage.

Meetings were held with Syd Hughes, Zilpha Linkletter, Jean Ross, Jerry Redmond, Les Stewart, Ellis Drover, Fred Irwin and others in the Department.

At the invitation of Syd Hughes I attended a Directors' meeting held on Tuesday morning, May 3rd, to participate in general discussion and to answer any questions the Directors might have concerning the Facilities Development Study.

At the meeting with Miss Linkletter she went over the various research projects with me very carefully, and we discussed some items in considerable detail. We were particularly concerned with the research being undertaken by the Atlantic Development Board. The conclusion was reached, however, that the purposes of the Facilities Development Study being undertaken through the facilities of Development Counsellors International has quite definite and specific purposes, whereas the present stage of the ADB research effort is more concerned with broad general policy.

Discussion at one point centered on the possibility that some hotel, motel and restaurant operators might feel that my line of questioning during on site tour of the Province this summer and that of the researchers representing ADB would constitute duplication. It was agreed, however, that my method of interviewing is considerably different than that which ADB consultants would probably use, and that I would be sure to explain to each person so interviewed the difference in purposes between the Facilities Development Study and that of the ADB planners. Miss Linkletter stated during this discussion that she will write to Mr. Bernard Sufrin, telling him about the tourism Facilities Development Study sponsored by the Province so that there will be no conflict of interest or lack of information, if we should encounter ADB representatives in the course of our field work.

We also discussed the ARDA program and current project at Sherbrooke in Guysborough County. It was agreed that this historic restoration would not be in conflict with the Facilities Study, and I have made notes to contact Dr. George Smith and Mr. James McNeal in Truro during the course of my field work.

I obtained a copy of the Voluntary Planning Board's report entitled "First Plan for Economic Development to 1968", and have since gone through the tourist recommendation section very carefully. A digest of this section seems to suggest that the present Facilities Development Study would be a natural prelude to the numerous study recommendations which appear in the tourist sector of Appendix B in the VEP report. It seems to me that the final report on this study can contribute substantially to the broader research program which the VEP recommends.

Conclusion of the meeting with Miss Linkletter is that there is no area of conflict with any of the other studies now planned or in progress.

At the meeting with Ellis Drover of the Economic Services Division he gave me a general outline of the sampling interview procedures to be carried out this summer by Department personnel at the principal points of entry to the Province. It seems to me that this should update some of the visitor characteristics information contained in earlier studies, and give substantial supporting evidence to the findings and recommendations of the Facilities Development Study. Since planning for the sampling procedures was in a relatively early stage during our discussion, I have made plans to check further with Mr. Drover when I return to Nova Scotia and to keep in touch with him throughout the summer in order to maintain a general understanding of the type of information the interview survey is developing.

Two lengthy sessions were held with Jean Ross:

1. A complete review of her illustrated graphic presentation of the tourism complexes she envisions for development in Nova Scotia, including sketches and site plans for the pilot project being developed for Kedge National Park.

I found the material of great interest and made some comments to Miss Ross, which she will undoubtedly consider in further development of the tourism complex idea. My report on this phase of Facilities Development will be presented in detail later in the summer when I have had a chance to consider certain other angles.

As stated in the interim report on Cape Breton and Antigonish last Fall, I have recommended the tourism complex type of development in a number of other areas, and believe that this kind of tourism project offers many economic advantages over widely separated individual projects of various types, as well as certain points of ethnic and artistic superiority through the overall planning technique.

Location of such tourism complexes, particularly of the pilot project, and certain other aspects of site planning are matters which I feel require careful study in order to make feasibility recommendations to the Department of Trade and Industry. One of the areas which was emphasized in my interim report was the Louisbourg Restoration and National Park which I still feel demands immediate attention and earliest possible action.

2. The second session with Miss Ross was devoted entirely to a detailed review of all areas of the Province and general discussion of an outline for my itinerary in covering points of interest, possible development sites and meeting with a number of local people in different areas to discuss local needs and conditions. This resulted in fairly voluminous notes from which I am at the present time preparing a day by day outline of the field work program for July and August, including photography, site evaluation and the assembly of material for an investment brochure. A rough outline of the itinerary will be included with the next report.

A suggestion made by Miss Ross during the Directors' meeting was that an announcement of my impending detailed tour of the Province and the purpose of the Study should be made in the next Hotel Association Bulletin, and perhaps be the subject for a brief press release. This seems to me like a good suggestion and one which would facilitate meetings and interviews with numerous people whom I shall contact.

Fred Irwin was helpful in providing sources of information on current construction costs for hotels, motels and other tourist facilities, and in the general discussion with Jerry Redmond we reviewed many of the problems which confront tourism information bureaus and development agencies everywhere.

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July 6, 1966

Mr. J. A. Montgomery, Manager  
Industrial Department  
Greater Niagara Chamber of Commerce  
1433 Victoria Avenue  
Niagara Falls, Ontario  
CANADA

Dear Joe:

Here is our third and final monthly report covering major highlights of DCI activities and achievements on behalf of the Greater Niagara Chamber of Commerce, Ontario.

These highlights include:

1. Appearance of Los Angeles Commercial News article which ran during June with two photos. Article placed and written by DCI.
2. Appearance of N.Y. Journal of Commerce article on front page of quarterly plant location number. Placed and written for your signature by DCI.
3. Placement of special article in upcoming issue of U.S. News & World Report as indicated by attached letter to Ken Smith. (Today we sent Mr. Smith additional information which he requested.)
4. Research on a number of articles which seemed to have a good chance of appearing in Business Week, United Press International and U.S. Investor.

Joe, Ted Levine and I regret that your commission members decided not to go ahead with the additional month on this pilot project. We regret this not because of the money involved (\$500.00 as you know is a terribly minimal sum in New York public relations for a full month's work) but because we were on the brink of smashing through to even greater publicity results with some of the publications in item 4 above.

In any event both of us want to thank you for giving us this opportunity to show our competence and we do look forward to meeting with you on your next trip to New York to discuss future possibilities.

Best regards.

Sincerely,

Manny Ellenis

ME:ic  
Encl.

May 26, 1966

Mr. J.A. Montgomery, Manager  
Industrial Department  
Greater Niagara Chamber of Commerce  
1433 Victoria Avenue  
Niagara Falls, Ontario  
CANADA

Dear Joe:

Here are some of the major highlights of publicity activities of Development Counsellors International Ltd. on behalf of the city of Niagara Falls, Ontario. The reporting period covers our second month of full operations, April 24 - May 24, 1966.

Highlights include:

1. Research and preparation of 900 word article on Niagara Falls economic development for the World Trade Issue of the Commercial News of Los Angeles. Package included photos.
2. Placement of 800 word article on Niagara Falls and the growing pattern of establishing two-in-one plants for the N.Y. Journal of Commerce plant site issue. Drafted article for your signature, sent to you for clearance.
3. Drafting of special inquiry-getting release for 100 top U.S. business publications offering Niagara Falls Industrial Honeymoon kit. Release picked up by N.Y. Journal of Commerce.
4. Researched possible story for Business Week, angled for publication's Regions Section. Will contact editor within next reporting period.
5. Also developed special material for U.S. Inventor magazine and will shape up into finished article within next reporting period.
6. Currently preparing background material for Bill Laffler, Financial editor of the United Press International.

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Joe, I think we are proving that our pilot program can yield solid results. I think we should begin thinking about an expanded program with an increased budget (this current budget as you know is miniscule and we took on the job to show you what we could do) and we would welcome an opportunity to come up to Niagara Falls next month to discuss the situation with you.

Best regards.

Sincerely,

Manny Ellenis

ME:ic

July 7, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Re: "BASIC" PUBLIC RELATIONS PROGRAM

Dear Stevi:

Following are the major highlights of DCI's activities on behalf of the Nova Scotia Department of Trade and Industry during the month of June:

1. Drafted two page press release announcing Volvo's intention to expand operations in Nova Scotia. Sent to 250 top U.S. business publications.
2. Drafted second press release, announcing new textile mill for Nova Scotia and coupled this announcement with recent plans for new flour mill and expansion of Phillips Cable.
3. Los Angeles Commercial News published long article in the Minister's name outlining key international trends in Nova Scotia. Written and placed by DCI.
4. Industrial Development Magazine published brief item on Anil Hardboard's decision to establish hardboard plant in Nova Scotia.
5. Prepared for your follow-up precise list of Society of Industrial Realtors who attended Nova Scotia dinner in Boston.
6. Interested Apparel Manufacturer Magazine in full length feature on Nova Scotia apparel opportunities. Asked you to ascertain whether any U.S. apparel manufacturer was planning site seeing trip in Nova Scotia upon which any article might revolve. Planning for November publication date.
7. Interested editor of National Real Estate Investor in feature on Halifax urban renewal and requested comprehensive information from you. This could make for an excellent reprint.
8. Followed through with Industrial Property Guide Magazine and got in the publication two column photo of the Minister with S.I.R. officials.
9. At month's end, distributed Nova Scotia Research Foundation Newsletter to selected list of U.S. research and electronics publications.

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10. Arranged for you special reprints of public relations techniques article which appeared in Nations Cities. Sent reprints to you.
11. Suggested possible follow-up mailing to manufacturers who responded to Nova Scotia Investor Holiday promotion. Suggested follow-up letter be sent possibly with road map or where to stay in Nova Scotia publication.
12. Worked closely with Machinery Magazine, Steel, Iron Age, to get them to publish material on Nova Scotia Investor Holiday press release.

Sincerely,

Manny Ellenis

ME:ic  
Encl.

July 7, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Re: "INTERNATIONAL YEAR" PUBLIC RELATIONS PROGRAM  
THIRD MONTHLY REPORT

Dear Stew:

I think that all concerned agree that the Clairtone plant opening and accompanying press tour produced solid short term and long term public relations results for Nova Scotia. Here are major highlights of DCI activities during June covering this important "International Year" project:

1. Coordinated press follow-up efforts with Clairtone's publicity agency in New York.
2. Drafted letters to editors on both short and long press tours describing itinerary. Made all transportation arrangements.
3. Both Ted Levine and I spent a total of eight man days in Nova Scotia in on-the-spot press contact work.
4. To date, publicity results have been excellent with strong stories appearing in the Christian Science Monitor (two separate and lengthy articles), in Financial World (with photo), and in Home Furnishings Daily.
5. Our post tour follow-up indicates that stories will shortly be appearing in:
  - . Business Abroad
  - . Business International  
(draft copy sent to Mr. Jones for check on accuracy)
  - . Boston Globe
  - . Mart Magazine
  - . Kyodo News Service  
(Ken Sasaki is writing three separate articles for Kyodo, Japan's Associated Press)
  - . Electronic News
  - . Handelsblatt  
(West German business magazine published in Dusseldorf)
6. Another more long term public relations result is a meeting with top Chemical Bank New York Trust banking officials with Mr. Lorne Goodfellow which Alfred Bennett will be setting up later this summer.

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7. In additional follow-up work, DCI sent a photo story of the Clairtone plant opening to 25 U.S. business journals and electronics publications.
8. While in Nova Scotia I participated in press interviews on Voluntary Economic Planning with the Hon. G.I. Smith, with Mr. Goodfellow, and with Mr. Harrington. Information gathered will be used in an upcoming piece on VEP which DCI will be drafting for International Development Review, the official publication of the Society of International Development. This publication is distributed world-wide to planners and government officials.
9. Also while in Nova Scotia, discussed with you timing of Deuterium of Canada Ltd. press preview either in August or September.

Stew, Ted Levine and I want to end up on a personal note by congratulating all of the Nova Scotian officials involved in the efficient way our press guests were handled while in the province and, more important, how your hospitality has created a warm glow for Nova Scotia by these visiting press and bank editors which will stand us in good stead over the long term future.

Best regards.

Sincerely,

Manny Ellenis

ME:ic  
Encl.

July 7, 1966

To: Mr. V.M. Knight, Deputy Minister,  
Nova Scotia Department of Trade and Industry

From: Don Short, Travel Consultant,  
Development Counsellors International, Ltd.

Subject: Comprehensive research activities and development of detailed itinerary  
for field trip to Nova Scotia for Nova Scotia Hotel Development Study.

During the month of June, investigated tourism traffic pattern data affecting Nova Scotia's tourism industry, particularly in terms of U.S. origin. Also researched certain criteria offering latest available data pointing to established investment capital requirements for a number of types of tourism establishments with emphasis on anticipated return on investment. On this particular point, drew heavily on recent DCI studies on behalf of the state of Rhode Island, Essex County, Mass.; and a continuing study for the state of Pennsylvania.

This work, coordinated with a continued close reading of the recent growth patterns of Nova Scotia's tourism industry and with specific attention to the recommendations articulated by the Voluntary Economic Planning Board, served as a percussor to the three week field trip I will be undertaking July 11 - 31.

The following itinerary is based on discussions with Miss Jean Ross. While daily distances are relatively short, the itinerary is planned to permit time for meeting with local people in many of the cities and towns and time for photography as well as a great many side trips to points of scenic or special interest. Additional time will also be required for gathering new factual material and for arranging assembled material in an orderly manner.

Also arranged for appointments with Mr. V.M. Knight, Mr. Ellis Drover, Miss Jean Ross, Mr. Gerald Redmond on Tuesday, July 12th. Also with the Chairman of the Voluntary Economic Planning Board and with the authors of the Tourism Sector report of the VEP report.

The tentative itinerary is as follows:

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ITINERARY

- July 11: Arrive Halifax -- Ocean Ltd. -- 3:10 P.M. Nova Scotian Hotel.
- July 12: In Halifax, Nova Scotian Hotel. Appointments as scheduled.
- July 13: Rt. 33 to Prospect and Peggy's Cove, Hubbards, Deep Cove, Chester, Mahone Bay, Lunenburg. Over night, Boscawen Manor, Lunenburg.
- July 14: Via Rt. 32 to Blue Rocks, The Ovens, Ferry to Rt. 31, Bridgewater, Caledonia, Kedge Park and Rt. 8 to Liverpool. Over night Lanes Motel, Liverpool.
- July 15: Rt. 3 to White Point, Crescent Beach, Lockeport Beach, Shelburne, Cape Sable, Shag Harbour, Forbes Point, Wood Harbour, Pubnico Beach, Pubnico, Tusket and Yarmouth and Braemar Lodge at Deerfield.
- July 16: To Digby, via Rt. 1 with visits to beaches along the route, including Metaghan and side trip to Digby Neck and Mink Cove. Over night at Digby Pines Motor Lodge and inspection of refurbished sections.
- July 17: To Kentville via Smith's Cove, Victoria Beach, Parker Cove, Fundy Trail, Margaretsville, Halls Harbour. Over night at Cornwallis Inn, Kentville.
- July 18: To Windsor via Scots Bay, Cape Blomidon, Kingsport, Grand Pre, with side trip to Mt. Uniacke and Uniack House. Over night, Sherwood Inn, Windsor.
- July 19: To Truro via Rt. 15, beaches and Noel Shore. Meeting with ARDA officials, Dr. George Smith and Mr. James McNeal. Over night Rainbow Motel.
- July 20: Side trip to Wentworth Ski Area and then scenic drive to Parrsboro via Five Islands. Over night Ottawa House, Parrsboro.
- July 21: Round trip over scenic route to Advocate with stops along the way. Over night, Ottawa House, Parrsboro.
- July 22: To Amherst via Southampton, Joggins and Minudie with side trip to Springhill. Over night Fort Cumberland Hotel, Amherst.
- July 23: Via Rt. 6 and Sunrise Trail to New Glasgow, via E. Linden and beaches along the way. Over night, Heather Motor Hotel, New Glasgow.
- July 24: To Antigonish via Rt. 45 and Meragamish Island and beach, shore road to Tomquet Beach, between Cape George and Antigonish. Over night Gael Motel, Antigonish.
- July 25: To Margaree Forks, via Port Hastings, Rt. 19, Port Hood, Inverness. Over night, Margaree Lodge, Margaree Forks.
- July 26: To Ingonish and Keltic Lodge via Cabot Trail. Over night at Keltic Lodge.

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- July 27: To Baddeck and side trip extension to Wycocomagh and return to Baddeck for over night at Silver Dart Motel.
- July 28: To North Sydney (Newfoundland ferry terminal) and Sydney, with side trip to Louisbourg and restoration. Over night at Isle Royale Motel, Sydney.
- July 29: Via Rt. 4 and St. Peter's to Port Hawkesbury. Over night at Port Hawkesbury Motel.
- July 30: Rt. 16 to Canso and South Shore to Rt. 7, Sherbrooke and Liscomb Mills. Over night Liscomb Lodge.
- July 31: To Halifax, board evening train for Montreal and New York.

August 2, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Re: "BASIC" PUBLIC RELATIONS PROGRAM

Dear Stew:

Here are the more important activities of DCI during the month of July on behalf of the Nova Scotia Department of Trade and Industry:

1. INVESTMENT LUNCHEONS: With the first luncheon just three months away, began to make preliminary arrangements for facilities and for TV and radio placement. With the Chicago Union League Club now no longer open to us because of a change in policy, began negotiations with the Palmer House. In Pittsburgh, working with a top ranking contact on the Chamber of Commerce, opened possibility of having Pittsburgh Luncheon held in the city's top facility -- the Duquesne Club. Also began to work up select guest invitation lists for Chicago, Cincinnati, Pittsburgh.
2. ADVERTISING: At your request drafted half page ad for Canadian issue of Industrial Development Magazine. Arranged for art work and production as well as placement in ID.
3. REPRINTS: Worked out special arrangement with Industrial Development Magazine for 50,000 reprints of Nova Scotia Editorial Study. Supervised changes in copy, investigated tariff costs, and shipping and handling. Five thousand reprints to be delivered to DCI in New York City.
4. NEW HEAVY WATER PLANT: Coordinating with Canadian General Electric in New York and Toronto, worked up a two-page press release quoting the Premier and CGE president. Sent to all top science publications and leading U.S. newspapers, business publications. Boston Globe, Chemical Week have used to date.
5. TEXTILE MILL PRESS RELEASE: Also during the month sent release on new textile mill, flour mill, to key business publications. The N.Y. Journal of Commerce published two-column 7 inch story with headline: Nova Scotia Flexes Industrial Muscles.

more

6. REINFORCED PLASTICS MAGAZINE: Using special material and photos on plastic lighthouse in September issue.
7. NATIONAL REAL ESTATE INVESTOR: Sent additional background material to editor now considering major cover article on Halifax redevelopment.
8. MIDWEST MANUFACTURING: As result of DCI investor on holiday press release now interested in doing major feature. Sent special material tailored for this regional business publication.
9. RELEASE ON BUDGET REPORT: Worked up preliminary draft of press release designed to elicit inquiries for this excellent report of Nova Scotia's fiscal position. Intend to send to major bank newsletters.
10. WALL STREET JOURNAL: Suggested to you that Minister send brief rebuttal letter to the editor of WSJ informing him that Nova Scotia welcomes U.S. equity capital investments despite current clamor in Canada against American economic domination.
11. PROSPECTS: Sent to Sid Hughes additional inquiries received as result of recent DCI mailing including query from IBM executive.
12. NOVA SCOTIA PUBLICITY: Also during the month sent you three-part series written by Ann Wyman, Travel Editor of the Boston Globe who went to Nova Scotia at urging of DCI contact, John V lue. Also sent you publicity clips on International Tuna Cup Match, Jean Ross's book on waitresses, and the major story on Halifax urban renewal which appeared in the New York Times. In addition sent two stories on Clairtone which appeared in the Chicago Tribune, Chicago's American.
13. MATERIALS AND REPORTS: Sent up new Dun & Bradstreet analysis of key American markets. Ordered copy of North American commercial fishing trends for the Deputy Minister.

And they say July is supposed to be a slow month.

Sincerely,

Manny Ellenis

ME:ic  
Encl.



August 2, 1966

Mr. Stewart M. Anderson, Director  
Nova Scotia Information Service  
Provincial Building  
Halifax, Nova Scotia  
CANADA

Re: "INTERNATIONAL YEAR" PUBLIC RELATIONS PROGRAM  
FOURTH MONTHLY REPORT

Dear Stewart:

Here is our report covering activities for the month of July on International Year.  
I think you will agree that results were good.

1. As follow-up to Clairtone press tour, met Ken Sasaki, Kyodo News Service, Virginia O'Reilly, Esquire, Alfred Bennett, Chemical Bank, New York Trust, John Metcalfe, First National City Bank.
2. Business Abroad Magazine published a beautiful two-page feature story on Nova Scotia including art lay-out and this headline: Distant Nova Scotia Getting A Closer Look By Big Industries. Provided additional information.
3. Business International ran a one-page feature story detailing Nova Scotia's increasing development using this headline: Nova Scotia Draws Investors With Rich Financial Lures. The story also included this statement: Nova Scotia is exerting impressive efforts to attract foreign investors and getting impressive results.
4. Kyodo News Service produced the first of three articles on Nova Scotia. The first published piece was on economic development and appeared in many Japanese newspapers. The remaining stories will be on tourism and on the Hon. W.S.K. Jones.
5. Mart Magazine published a one-page feature on Clairtone's plans in Nova Scotia which included a good deal on what the province offers manufacturers.
6. Handelsblatt ran a six-column feature on Nova Scotia's rapid industrialization. This is the leading business newspaper in Dusseldorf, West Germany, and one of the top three publications in the country.
7. Furniture Design & Manufacturer will publish a color cover story on Clairtone and Nova Scotia in its October issue.

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8. Continued to collect special VEP materials for upcoming story in International Development Review. Will draft story next month for possible December publication date. Magazine read by developers and planners all over the world.
9. At request of Gerald Mandell, publicity man for Deuterium Corp. of New York, discussed possible September press tour, particularly the week of September 26th. You considered this date but then rejected it because of the pressure of other business including the Montreal and Toronto investment luncheons.
10. Did some preliminary screening of guest lists for special dinner we are planning for the Overseas Press Club of America in New York which, in our opinion, should also include members of the Foreign Press Association.
11. Turned to additional preliminary research for direct mailing aimed at manufacturers in Europe which we should be implementing later this fiscal year.

That's it for July.

Sincerely,

Manny Ellenis

ME:ic  
Encl.

REPORT TO: Mr. V. Michael Knight, Deputy Minister  
Department of Trade & Industry  
Provincial Building  
Halifax, Nova Scotia

August 10, 1966

FROM: Don Short, Travel Consultant  
Development Counsellors International, Ltd.  
20 East 46th Street  
New York, N.Y. 10017

Re: Field survey in connection with FACILITIES DEVELOPMENT STUDY OF THE  
PROVINCE OF NOVA SCOTIA

The field survey encompassed the period July 9 through August 2, 24 days, and included a complete circuit of the Province, with numerous side trips to beaches, scenic and historic places.

The planned itinerary, as transmitted on June 30, was followed in its entirety and completed on schedule. Almost all of the scheduled side trips were made as planned and some additional side trips added to the field survey on the basis of suggestions by Dept. of Trade and Industry staff members and other persons interviewed en route.

Side trips omitted for various reasons included Prospect (because of almost impenetrable fog); Crescent Beach (because of lack of direction signs to La Have Ferry); Wedgeport (due to time element and late hour); Margaretville (because of traffic congestion on Sunday and schooner races which made site inspection impractical); Joggins (time element and apparent lack of recreational possibilities until scenic route from Apple River can be paved); Mabou Harbor, extreme end at harbour mouth, (because of swampy terrain, lack of safe road and road block due to construction on north side of harbour); Canso Town (because of time element and remoteness from main routes.)

A reprise trip is planned to include any of these points considered to be of major importance and to attend meetings as suggested later in this report, if such meetings are approved. This would be a brief trip simply to fill any gaps in the field work and to participate in the meeting or meetings suggested by a number of individuals. The major portion of the field work was completed.

Extensive photographic coverage of the sites inspected was included in the activities of the field trip. Approximately 50 black and white photographs and approximately 70 photographs in color were made. These, of course, include some duplication but should assure ample illustration for the planned investment brochure.

Several of the people interviewed in the course of the field trip expressed an interest in attending a meeting prior to preparation of the final report, in order to express their views and offer suggestions for possible facilities development. Among these people was John Lunn, superintendent of Louisbourg National Park, with whom I had met last Fall during the Cape Breton trip with Miss Jean Ross.

Mr. Lunn asked me about the report on the preliminary Cape Breton study. I told him the report had been made to the Department of Trade and Industry and suggested that he make inquiry at the Department for further information on the report and its contents. Mr. Bill Butler, the Dept. of Trade and Industry representative in Sydney, was present during this conversation.

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Mr. Lunn said he recalled our meeting last Fall and the discussion with Miss Ross and myself and he felt it would be very helpful to have a meeting in Halifax where we could all discuss the preliminary report. He suggested that some other interested persons might be invited to participate. He is currently preparing a master plan for the completion and operation of the park and he feels that both the preliminary report and the final report on this study would be of value to him in the preparation of the plan. Further, he feels that discussion of the reports would avoid any possible conflict between his plan and the facilities development report.

Other persons who expressed interest in a possible meeting to discuss the Facilities Development Study informally included:

Charles Raymond, ARDA, Truro.  
 Chesley Fraser, chairman, Tourism Sector, VEP, New Glasgow.  
 Evan Lloyd, Cape Breton Tourist Bureau, Sydney.  
 William R. Thomson, Director of Regional Planning, Cape Breton Regional Planning Commission, Sydney.  
 Bert Robinson, Director of Surveys, Dept. of Lands & Forests.  
 (Name suggested for inclusion in meeting by Mr. Thomson.)  
 Bob Watson, VEP staff office, Provincial Building, Halifax.  
 Russell Harrington, President, Nova Scotia Power and Light Co.,  
 Chairman, VEP Board.

\* \* \*

In general, the field trip provided a great deal of valuable first-hand information, all of which will be included in the complete report. A few highlights:

1. Motel, hotel, owners-managers: mostly concerned about financing and length of time required for Province to act on applications. Noted general lack of understanding of Government financial assistance and how it works.
2. In some ARDA projects: more idealism than practical planning. Seem bound by regulations to projects which will create jobs but little thought as to how unemployed miners (for example) could qualify for jobs in a motel, resort, or recreation center. Apparently there are no figures on numbers of unemployed persons who could be retrained or would accept retraining for types of jobs to be made available.

NOTE: Mr. Raymond offered to provide me with a copy (through Jean Ross) of the engineer's presentation on cost and specifications of the feasibility study to be made on proposed resort-recreational pilot project development at mouth of Mabou Harbour. Will appreciate follow-up on this as the data could be most important in our study.

3. Lack of information and directional signs prevents many tourists from seeing places of interest.

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<u>Date Funds Received</u>	<u>Name of Foreign Principal From Whom Funds Received:</u>	<u>Purposes for Which Received:</u>	<u>Amount Received:</u>
Feb. 8, 1966	New South Wales Centre	Fees & expenses	\$2,060.00
Feb. 28, 1966	Nova Scotia Trade & Ind.	Fees & expenses	2,083.33
Mar. 15, 1966	New South Wales Centre	Fees & expenses	2,206.35
Mar. 28, 1966	Nova Scotia Trade & Ind.	Fees & expenses	2,083.33
Apr. 8, 1966	New South Wales Centre	Fees & expenses	2,000.00
Apr. 11, 1966	Nova Scotia Trade & Ind.	Fees & expenses	1,500.00
Apr. 29, 1966	Nova Scotia Trade & Ind.	Fees & expenses	10,713.33
May 2, 1966 Gr.	Niagara Chamber of Commerce	Fees & expenses	464.00
May 5, 1966	New South Wales Centre	Fees & expenses	2,000.00
June 6, 1966	Nova Scotia Trade & Ind.	Fees & expenses	1,541.66
June 8, 1966	New South Wales Centre	Fees & expenses	2,000.00
June 14, 1966	Gr. Niagara Chamber of Commerce	Fees & expenses	540.00
June 30, 1966	Nova Scotia Trade & Ind.	Fees & expenses	5,183.71
July 11, 1966	New South Wales Centre	Fees & expenses	1,000.00
July 11, 1966	Nova Scotia Trade & Ind.	Fees & expenses	3,624.99
July 25, 1966	Gr. Niagara Chamber of Commerce	Fees & expenses	500.00

<u>Date of Payment</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
2/3/66	Lawrence Letter Svce.	Cards (Nova Scotia)	4.20
2/2/66	REA Express	Shipping (Nova Scotia)	4.50
2/3/66	Chelsea Engravers	Printing (Nova Scotia)	153.83
2/3/66	Burrelle's	Press Clippings (Nova Scotia)	86.15
2/3/66	Western Union	Telegram (Nova Scotia)	21.39
2/3/66	Todd Photoprint	Stats (Nova Scotia)	5.67
2/3/66	Finley Stat	Stats (New So. Wales)	26.25
2/7/66	REA Express	Shipping (Nova Scotia)	4.70
2/11/66	E.T. Ellenis	Expenses (Nova Scotia)	9.62
3/4/66	E.T. Ellenis	Expenses (Nova Scotia)	14.43
3/9/66	Rizzoli Bookstore	Book (Nova Scotia)	5.20
3/10/66	Drucker Hilbert	Photos (New So. Wales)	63.00
3/10/66	La Salle Letter	Printing (New So. Wales)	215.18
3/10/66	Todd Photoprint	Stats (Nova Scotia)	14.70
3/10/66	No. Amer. Precis Syndicate	Press Clippings (Nova Scotia)	475.00
3/10/66	Wide World Photo	Photos (Nova Scotia)	205.39
3/10/66	Wide World Photo	Photos (New So. Wales)	85.31
3/10/66	Cathay Travel	Travel (Nova Scotia)	99.65
3/21/66	M. Brown	Postage Due (Nova Scotia)	10.86
3/28/66	E.T. Ellenis	Travel (Nova Scotia)	75.00
3/31/66	Nova Scotian Hotel	Lodging (Nova Scotia)	99.83
3/30/66	Western Union	Telegram (Nova Scotia)	48.98
3/30/66	Cathay Travel	Travel (Nova Scotia)	199.28
3/31/66	Lawrence Letter Svce.	Printing (Nova Scotia)	31.50
4/25/66	E.T. Ellenis	Expenses (Nova Scotia)	75.00
5/6/66	Burrelle's	Press Clippings (Nova Scotia)	89.62
5/6/66	Chelsea Engravers	Printing (Nova Scotia)	136.50
5/6/66	Western Union	Telegram (Nova Scotia)	86.36
5/6/66	Public Relations News	10 Copies (Nova Scotia)	5.00
5/6/66	George Graham, Music	Entertainment (Nova Scotia)	35.00
4/26/66	REA Express	Shipping (Nova Scotia)	5.38
5/6/66	Ira Furman & Co.	Shipping (Nova Scotia)	42.35
5/6/66	E.T. Ellenis	Expenses (Nova Scotia)	89.69
5/6/66	Cathay Travel	Travel (Nova Scotia)	32.44
5/6/66	Journal of Commerce	4 Copies (Nova Scotia)	.80
5/6/66	Frank Knight	Artwork (Nova Scotia)	250.00
5/6/66	Diners Club	Travel (Nova Scotia)	44.00
5/10/66	Conway Publications	Adv.-Reprints (Nova Scotia)	7,479.50
6/9/66	Wide World Photo	Photos (Nova Scotia)	186.70
6/1/66	The Chronicle-Herald	Subscription (Nova Scotia)	25.15
6/9/66	Major Theatre Equipment Corp.	Film Projection (Nova Scotia)	54.28
6/9/66	Frank Knight	Promotion Pieces (Nova Scotia)	281.25
6/13/66	La Salle Letter	Printing (Nova Scotia)	1,500.00
6/16/66	E.T. Ellenis	Expenses (Nova Scotia)	200.00
6/23/66	Cathay Travel	Travel (Nova Scotia)	1,770.64
6/23/66	Journal of Commerce	5 Copies (Niagara Falls)	1.00
6/23/66	Service Agencies, Inc.-Ind. Property Guide	5 Copies (Nova Scotia)	2.35

5/20/66	REA Express
7/5/66	Don Short
7/14/66	Burrelle's
7/14/66	National League of Cities
7/14/66	E.T. Ellenis
7/27/66	Stock Market Magazine
7/27/66	Copy Art

Shipping (Nova Scotia)	5.10
Expenses & Fee (Nova Scotia)	1,691.20
Press Clippings (Nova Scotia)	87.73
Reprints (Nova Scotia)	15.00
Expenses (Nova Scotia)	12.00
5 Copies (Nova Scotia)	3.00
Photos (Nova Scotia)	8.08

.00T

1.400.00

17.55

10.00

1.06

221.85

42.90

125.00

1.400.00

16.36

36.75

109.62

85.68

3.75

3.60

306.08

1.200.00

9.80

68.14

111.71

125.00

7.00

59.85

91.77

20.00

6.30

18.36

200.00

2.065.16

68.99

70.86

25.50

66.00

156.70

44.00

85.00

68.40

49.09

10.79

33.20

221.85

132.79

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69.21

6.50

34.02

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9.477.79T



# IV - FINANCIAL INFORMATION

P. 5, Item 14. (a) Receipts - Monies

All the following receipts were from our Nova Scotia client.

<u>Date</u>	<u>From Whom</u>	<u>Purpose</u>	<u>Amount</u>
8/8/66	NOVA SCOTIA TRADE & INDUSTRY BRANCH	Fee	\$2083.33
8/8/66	"	Fee	1541.66
8/8/66	"	Fee	2800.00
10/11/66	"	Fee	2083.33
10/11/66	"	Fee	2800.00
11/7/66	"	Fee and expenses	3791.10
11/7/66	"	Reprints expense	8865.35
11/7/66	"	Expenses	311.00
11/7/66	"	Fee	3083.32
11/7/66	"	Fee	4166.66
11/7/66	"	Fee	1541.66
11/7/66	"	Fee	2083.33
12/8/66	"	Fee	6291.66
12/8/66	"	Fee	1541.66
1/16/67	"	Fee	2083.33
1/16/67	"	Fee	

TOTAL: \$45,067.39

# IV - FINANCIAL INFORMATION

## P. 6, Item 15. (a) - Disbursements - Monies

All the following expenditures were made on behalf of our Nova Scotia client.

<u>Date</u>	<u>To Whom</u>	<u>Purpose</u>	<u>Amount</u>
8/9/66	Don Short	Consulting	\$1,400.00
9/20/66	Decision, Inc.	Directory	17.55
9/20/66	Financial Post	subscription	10.00
9/20/66	Associated Transport	shipping	1.06
9/20/66	Conway Publications	Space cost	221.85
9/20/66	E. Ellenis	Expenses	42.90
10/14/66	E. Ellenis	Advance (trip) expenses	125.00
10/14/66	D. Short	Consulting	1,400.00
10/20/66	Todd Photoprint	Photostating	16.36
10/20/66	Copy Art Photos	Photographs	36.75
10/20/66	Burrelle's	Clippings	109.62
10/20/66	Reliable Travel	Airfare	85.68
10/24/66	Courier Systems	Shipping	3.75
10/24/66	Furniture Design & Mfg.	Publications	3.60
10/24/66	Chelsea Engraving	Printing	306.08
10/26/66	Frank E. Knight	Art service	1,200.00
10/27/66	REA Express	Shipping	9.80
10/28/66	E. Ellenis	Expenses	68.14
10/28/66	Terrace Hilton Hotel	Lodging	111.71
10/31/66	E. Ellenis	Advance (trip) expenses	125.00
11/1/66	REA Express	Shipping	7.00
11/1/66	Miss Rae's Service	Office temporary	59.85
11/1/66	Reliable Travel	Airfare	91.77
11/1/66	Robert E. Free	Photographs	20.00
11/1/66	Copy Art	Photos	6.30
11/2/66	Chelsea Engravers	Printing	18.36
11/2/66	Frank E. Knight	Art Services	200.00
11/8/66	Don Short	Consulting fee & exp.	2,065.16
11/10/66	E. Ellenis	Expenses	68.99
11/21/66	Wm. Purcell	Musician	70.86
11/21/66	Ira Furman & Co.	Shipping	25.50
11/21/66	Wide World Photos	Photos	66.00
12/8/66	Wide World Photos	Photos	156.70
12/8/66	Ira Furman & Co.	Shipping	44.00
12/8/66	Sol Perkel	Projectionist	85.00
12/16/66	E. Ellenis	Expenses	68.40
1/4/67	Todd Photoprint	Photostats	49.09
1/4/67	Copy Art	Photographs	10.79
1/4/67	Regency Limousine	Car rental	33.20
1/4/67	Conway Publications	Space Cost	221.85
1/4/67	Waldorf-Astoria	Lodging	132.79
1/4/67	Chelseas Engravers	Printing	201.08
1/4/67	Wide World	Photos	69.21
1/4/67	Rapid Motor	Delivery	6.50
1/4/67	Western Union	Wire	34.02
1/4/67	Palmer House	Restaurant	1.52
1/13/67	E. Ellenis	Travel advance	300.00
1/17/67	D. Short	Expenses	69.00
TOTAL			\$9,477.79